



## Seminars to help Wisconsin farms, food businesses improve profitability

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**Media Contact: Ann Marie Ames**  
**608-224-5041** [annmarie.ames@wi.gov](mailto:annmarie.ames@wi.gov)  
**Jim Dick, Communications Director**  
**608-224-5020** [jim.dick@wi.gov](mailto:jim.dick@wi.gov)

MADISON – Wisconsin farmers and agribusiness owners still have time to register for the first in this year's Local Food Business Seminar Series. Media professionals are also invited to attend if they are looking for information for stories about locally grown food or local agribusinesses. The first one-day workshop – Business Planning - will take place in four cities from Oct. 20-23. The seminar will include hands-on activities, as well as a panel of regional experts to help farmers and business owners improve their strategies and profitability.

Registration is open now. Full-day classes will cost \$15 and will include lunch. Half-day classes will cost \$10. Those who register for all seven classes at once can do so for the reduced cost of \$55. Something Special *from* Wisconsin™ members get a \$5 discount per class, although the discount does not apply to the \$55 reduced price.

The dates and topics are as follows:

- **Business planning** – 9 a.m. to 3:15 p.m. Oct. 20-23.
- **Legal/business structures** – 9 a.m. to 3:15 p.m. Nov. 3-6.
- **Food safety** – 9 a.m. to 3 p.m. Dec. 1-4.
- **Marketing** – 9 a.m. to 3:15 p.m. Jan. 5-8.
- **Know your Buyer** – 9 a.m. to 12:15 p.m. Feb. 9-12.
- **Selling through a Distributor** – 9 a.m. to 12:15 p.m. March 2-5.
- **Finding the Dollars** – 8:30 a.m. to 12:45 p.m. March 16-19.

During each week listed above, the locations are as follows:

- **Mondays** at Retzer Nature Center, S14, W28167 Madison St., **Waukesha**.
- **Tuesdays** at Portage County UW Extension, 1462 Strongs Ave., **Stevens Point**.
- **Wednesdays** at Kickapoo Culinary Center, 16381 Wisconsin 131, **Gays Mills**.
- **Thursdays** at DATCP, 2811 Agriculture Drive, **Madison**.

For a full schedule or to register, click

[http://datcp.wi.gov/Business/Buy\\_Local\\_Buy\\_Wisconsin/BLBW\\_Workshops](http://datcp.wi.gov/Business/Buy_Local_Buy_Wisconsin/BLBW_Workshops). On the same page, you can find information about the partners that worked with DATCP's Buy Local, Buy Wisconsin program to develop the seminar series.

Media professionals who want to attend workshops for stories about local foods or economic development or who want to interview the experts running the workshops should contact Ann Marie Ames at 608-224-5041 or [AnnMarie.Ames@Wisconsin.gov](mailto:AnnMarie.Ames@Wisconsin.gov).